

# Mineral fortification

in beverages

## Benefits at a glance

### Nutritional and health claims

Beverages fortified with minerals can be marketed with **nutritional or health claims**:

- **Low taste impact** even at **high concentrations**, enabling the use of required mineral dosages without compromising flavour
- Claims facilitate various marketing strategies for mineral-fortified beverages

### Solubility

Jungbunzlauer minerals boast **excellent solubility** and **rapid dissolution**:

- Sufficiently soluble to achieve multiple times the recommended daily intake in a single serving
- Citrate salts can additionally function as buffering agents, enhancing product stability

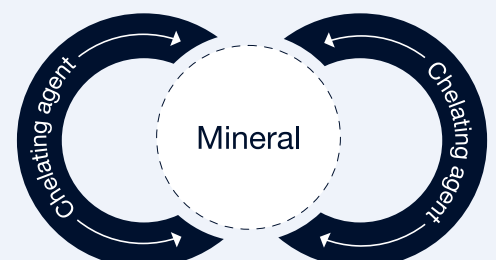
For suspensions or turbid liquids, such as dairy alternatives, Jungbunzlauer provides **micronised forms of less soluble mineral salts**:

- Improved mouthfeel
- Enhanced dispersibility and better homogeneity

### High bioavailability

Jungbunzlauer minerals are based on organic acids and are considered **nature-identical organic mineral salts**:

- Organic ligands like citrates or gluconates are chelating agents and shield minerals from substances that inhibit mineral availability
- Organic mineral salts are more bioavailable than inorganic salts
- Preferred source for superior nutritional products



# Jungbunzlauer ingredients in function

Recommended daily intake					
	Products	Solubility salts	Corresponding mineral solubility	NRV (Nutrient reference value, EU)	DV (Daily value, USA)
Calcium salts	Calcium Lactate Gluconate	400 g/L	52 g Ca/L	800 mg/d	1300 mg/d
	Tricalcium Citrate	1 g/L	0.2 g Ca/L		
Magnesium salts	Magnesium Lactate	84 g/L	8.4 g Mg/L	375 mg/d	420 mg/d
	Trimagnesium Citrate Anhydrous	200 g/L	(initial) 32 g Mg/L		
	Trimagnesium Citrate Nonahydrate	16 g/L	(stable) 1.9 g Mg/L		
	Monomagnesium Citrate	270 g/L	1.9 g Mg/L		
Potassium salts	Tripotassium Citrate	1780 g/L	640 g K/L	2000 mg/d	4700 mg/d
	Potassium Gluconate	590 g/L	100 g K/L		
	Potassium Lactate*	600 g/L	180 g K/L		
	(sold as 60% solution)				
Zinc salts	Zinc Gluconate	720 g/L	94 g Zn/L	10 mg/d	11 mg/d
	Zinc Lactate**	55 g/L	13 g Zn/L		
	Zinc Citrate	2.6 g/L	0.8 g Zn/L		

\*not for use in the USA for fortification \*\*not for use in the USA

## Limitations in usage levels

EU	<ul style="list-style-type: none"><li>All products approved for food and beverage fortification according to Regulation (EC) No 1925/2006</li></ul>
USA*	<ul style="list-style-type: none"><li>When used in fortified food and beverages:<ul style="list-style-type: none"><li>Magnesium Lactate: self-affirmed GRAS (Generally Recognized As Safe) up to 20% DV</li><li>Monomagnesium Citrate: self-affirmed GRAS up to 20% DV</li></ul></li><li>Zinc Citrate: self-affirmed GRAS up to 100% DV</li><li>Zinc Lactate: not for use in the USA</li></ul> <p><small>*Information is provided here on selected ingredients only. For additional information, please see “JBL Beverage Campaign US Food Additive Regulatory Summary”</small></p>

## Value proposition



Neutral taste



High solubility



High bioavailability



Chelated minerals



Nutritional and health claims



Buffer salts

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